

Robert J. Meltzer, Ph. D.
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Long Valley, New Jersey 07853
(201) 852-7536

16 February, 1983

Mr. David Chandler, Vice president
Mattel Electronics
5150 Rosecrans Avenue
Hawthorne, CA 90250

Dear Dave,

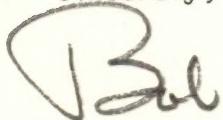
It was a great pleasure to meet with you and your colleagues. I was pleased that you found the 3-D effect to be as startling as I had.

If it should happen that Mattel decides to move in this direction, I believe I can be of help to you in a consultative capacity to realize a similar display by means which are potentially less costly and free of some of the limitations.

If you are ever involved in other optical systems I believe I could be of help to you there as well. I have enclosed a brief description of some of the consulting service I do.

Please keep me as up-to-date as you can on your decisions with respect to 3-D displays. I look forward to a continuing association.

Sincerely,



Robert J. Meltzer, Ph.D.

cc: Glenn Hastings

ROBERT J. MELTZER, PH.D.
CONSULTING SERVICES

WHAT I CAN DO FOR YOU IS

MANAGE RESEARCH & DEVELOPMENT
AUDIT YOUR PRESENT R&D OPERATION
CONDUCT SEARCHES FOR NEW PRODUCT OPPORTUNITIES
EVALUATE THE POTENTIAL OF NEW PRODUCTS
CREATE CONCEPTUAL INNOVATION
DIRECT MATURE SKILLS INTO NEW AREAS
PROVIDE TECHNICAL ASSISTANCE TO MARKETING ENTERING NEW AREAS

I HAVE BEEN

Director of Clinical Instrument R&D for the Diagnostics Division
of Warner-Lambert
Director of Clinical Instrument R&D for American Optical Corporation
Vice President and General Manager of the Special Products Division
of Bausch & Lomb

PRODUCTS DEVELOPED BY ME, OR UNDER MY DIRECTION INCLUDE:

For Bausch & Lomb	For American Optical Corp.
Spectronic 20 Colorimeter	Abbe Refractometer
Spectronic 505 Spectrophotometer	Bilirubinometer
Echelle-Littrow Spectrograph	Oximeter
Dual Grating Spectrograph	For the Diagnostics Division
Serum Protein Meter	Coag-A-Mate 2001 Coagulation
Die Wear Microscope	Analyzer
Scratch Depth Microscope	Autobac ID Automated Microbial
Monochromator Series	Identification

ALL HAVE BEEN A COMMERCIAL SUCCESS.

I AM ON THE EDITORIAL STAFF OF SEVERAL JOURNALS

U.S. Editor for "Cell Biochemistry and Function."
Assoc. Editor, "Investigative Microtechniques in Biology and Medicine,"
Editorial Advisor for "Photronics" (formerly "Optical Spectra.")

ALL ARE VALUABLE CONNECTIONS TO THE SOURCES OF INNOVATION.

I HOLD OVER 30 PATENTS, AND

have written over 30 papers, and
have lectured to MBA students on assessing the risk of new products.

I KNOW "NEW PRODUCT," FINDING IT, EVALUATING IT, DEVELOPING IT, AND
GETTING IT MADE.